

## Southern Wisdom

\*Go out with a definite purpose and stay with your work as long as that purpose remains definite.  
Bobby Jones

\*I have learned one great truth. The answer to all our problems comes to a single word. That word is "education."  
Lyndon Baines Johnson

\*It is the writer's privilege to help man endure by lifting his heart.  
William Faulkner

\*There are only two or three human stories, and they go on repeating themselves as fiercely as if they had never happened.  
Willa Cather

\*Southerners love a good tale. They are born reciters, great memory retainers, diary keepers, letter exchangers, letter savers, history tracers and debaters, and – outstaying all the rest – great talkers.  
Eudora Welty

\*The man who doesn't read good books has no advantage over the man who can't read them.  
Mark Twain

\*Comparisons with other people are like weeds. As soon as you deal with one, another one pops up.  
Hank Aaron

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## Network Purposefully

### How to Establish and Maintain the Right Contacts

Here are some clever and effective ways to Network Purposefully. If you build a vibrant network of strategic connections, you may never again have to network from scratch to find a new job.

1. Create a list of target employers and identify current contacts affiliated with these companies. Reach out to each insider offering something to attract their attention- not by asking about a position opening. Make your communication about them, not you!

2. Re-establish and promote/maintain existing connections through scheduled email exchanges, invitations to events, sharing relevant resources and links, occasional phone calls, holiday cards, in person meetings, etc.

3. Initiate new networking connections with employees at target companies identified through corporate research, conference listings, author by-lines, letters to the editor, trade publication and business press citations, personal introductions by mutual contacts, affinity group connections, etc.

4. Expedite your insider networking contacts by a third party referral - ask each of your contacts if they will personally recommend you to one of their connections inside a target employer on your list.

5. Be proactive- set up a three way discussion, make an introduction or referral by email, send an appropriate gift, subscription, blog quote, to start a conversation and interact one on one, etc.

6. Promote your online visibility - publish and promote a blog, establish a web portfolio, join and interact on email lists or chats, develop a video resume, produce a podcast, give an interview, publish an e-book, etc. Periodically update these and inform your network contacts about them and about all revisions.

7. Offer to chair an industry conference section or social meeting at an industry event. Follow up on the contacts you make for this event.

8. Volunteer for community education programs, school events, sporting activities, etc. where you can demonstrate your expertise and be remembered.

9. Write a book, or column or article for your professional association - differentiate yourself as a niche expert.

10. Organize monthly or quarterly in-person networking gatherings (eg., breakfasts, lunches, dinners, cocktails) at an attractive and convenient venue and invite targeted contacts- organize around a shared interest or event.

11. Send your compliments to journalists, academic pundits, etc. and offer to help by sharing your knowledge, contacts and expertise. Stay in touch and promote a relationship through multiple exchanges, not a one time comment.

Contributed by  
Debra Feldman  
Career Management Alliance Member

## STATS, SITES & STUFF

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From Staffing.org:

Over the decades since WWII, women have become an increasingly potent component of the American workforce. Today the average working wife brings home over one third of her family's income, 35.1% (median) as of 2005. In 1970 it was about a quarter (26.6% median). Further, in 8.5 million households she had become the major breadwinner. Working single mothers are the sole source of support for one in four American children.

Given these overall gains, it has been assumed that when women did leave the workforce, it was generally for non-economic reasons such as raising a family. That is changing. A New York Times article by Louis Uchitelle on July 22, "Women Are Now Equal as Victims of Poor Economy," reviews the new employment environment for women and for the millions of families who depend on their substantial earning power. "Across the country, women in their prime earning years, struggling with an unfriendly economy, are retreating from the work force, either permanently or for long stretches," he writes. This is not about motherhood; it is about the economy. For hundreds of thousands, it is a forced and unwelcome impasse on the career road. View rest of article at: [http://www.staffing.org/library\\_ViewArticle.asp?ArticleID=398](http://www.staffing.org/library_ViewArticle.asp?ArticleID=398)

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Researchers estimate that if we have a mild-to-moderate recession, families will lose just over \$2,000 per year by 2010. However, if we have a more severe recession, families will see income losses of \$3,750 per year by 2011. (Link to article and opportunity to download full report: [http://www.staffing.org/library\\_ViewArticle.asp?ArticleID=399](http://www.staffing.org/library_ViewArticle.asp?ArticleID=399))

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Want to send the same phone message to clients or organization members?

DialMyCalls is an online voice messaging service that you can use to record a message and send it out to other phones. You can record any message using your phone, uploading a WAV file, or using text-to-speech system and then, after you schedule the call, all the members of the group will receive the message as a standard phone call. The service is free to use for up to 25 receivers per day. For more check the Pro version. <http://www.dialmycalls.com/>

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If you are writing content for your own Website or promoting yourself by writing for other sites:

First of all one must understand that writing for Internet is not the same as writing for a printed article.

This means that if you write something and you want this to be found by persons while looking through search engines such as Google, Yahoo or others, these texts must be optimized for the search engines... (Read rest of article here:

<http://geoland.org/2007/11/tips-on-how-to-write-for-the-web/>)

**October-December 2008**  
**Samplings of Networking Opportunities for CCI**  
**Clients-**  
**Contact us if you'd like to attend!**

October 1

Toastmasters meet every first and third Wednesday of each month at 11:30. Visit - [www.protoast.com](http://www.protoast.com) for directions.

October 9

The Hoover Chamber of Commerce presents Coffee & Contacts at Union State Bank, 7:30-9:00 a.m., 3437 Lorna Road, Hoover, Call 822-9380 or email [bspidle@unionstate.net](mailto:bspidle@unionstate.net).

October 14

Infragard, every second Tuesday of each month from 8:00-11:00

Vestavia Hills Chamber Luncheon, Vestavia Country Club 11:30-networking, 12:00 program – Contact the Chamber at 205-823-5011 for reservations.

October 15

Toastmasters meet every first and third Wednesday of each month at 11:30. Visit - [222.protoast.com](http://222.protoast.com) for directions.

October 16

Brock School of Business at Samford University; Brock International Business Speakers Series – Honoring, German Consul General Dr. Lutz Hermann Gorgens; Breakfast, 7:30 a.m. at Wynfrey Hotel, Birmingham, AL- Free Event – reservations Required Call 205-995-1040.

Hoover Chamber Luncheon at Hoover Country Club, 11:30 a.m. Networking, Noon Luncheon. Call 205-988-5672 for reservations.

October 23

The Women's Network – Speaker Kate Nielsen, President, Community Foundation of Greater Birmingham “Listening and Responding to the Community, Harbert Center, 4<sup>th</sup> Avenue North, 3<sup>rd</sup> floor.

Hoover Chamber presents Business After Hour at Bumpnerts, Inc. 5:30-7:00 p.m., at 2000 Riverchase Galleria, Call 205-987-2222 for information.

October 28

Hoover Chamber presents Employer Rights Review Seminar. Conducted by attorneys and consultants of the Birmingham labor and employment firm of Lehr Middlebrooks & Vreeland, P.C. Early reservation required, call 205-988-5672 or email [bill@hooverchamber.org](mailto:bill@hooverchamber.org).

Birmingham Chamber Annual Governor's Luncheon, The Club, Contact [lmiller@birminghamchamber.com](mailto:lmiller@birminghamchamber.com) for more information.

Entrepreneur Group - S. Andrew Walton Investments Bldg. 2:30 p.m. – SPEAKER: CAREER CONCEPTS, INC. “NEW CAREERS – TRANSITIONING IN TODAY'S MARKET.” Call Merian for Details!

October 29

Shelby Chamber Luncheon – Pelham Civic Complex, 500 Amphitheater Road, City featured will be the City of Chelsea RSVP 205-663-8923

November 5

Toastmasters meet every first and third Wednesday of each month at 11:30. Visit - [222.protoast.com](http://222.protoast.com) for directions.

November 11

Infragard, Every second Tuesday of each month from 8:00-11:00.

Vestavia Hills Chamber Luncheon, Vestavia Country Club 11:30-networking, 12:00 program – Contact the Chamber at 205-823-5011 for reservations.

November 13

The Women's Network – Speaker, Joyce Lanning, Go Green for the Holidays: 11:30-1:00, The Harbert Center, 4<sup>th</sup> Ave North – 3<sup>rd</sup> Floor.

November 19

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December 3

Toastmasters meet every first and third Wednesday of each month at 11:30. Visit - [222.protoast.com](http://222.protoast.com) for directions.

December 9

Infragard, Every second Tuesday of each month from 8:00-11:00

December 17

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**For CCI Clients!**  
**TMAY (Tell Me About Yourself)**  
**Workshop**

**Exploratory Meeting Workshop**

**Call Merian for details!!!**

**CAREER CONCEPTS, INC. CLIENTS:** remember to check our website every two weeks for sample openings! [www.careerconceptsinc.org](http://www.careerconceptsinc.org)

#### Sample Jobs

##### **Engineering Manager / Program Manager - Central Alabama**

Well established and financially stable mobile equipment manufacturer. We are seeking experienced engineering managers who will be in charge of particular disciplines of engineering including chassis, electrical systems, structural design and/or body design. Will manage the engineering process as well as the engineering and support staff related to the assigned area. Experience and knowledge in multiplex wiring, HVAC systems, power-train, hydraulics, steering, or suspensions will be critical.

The successful candidate will have an Engineering degree and at least 8 years of engineering management experience in heavy truck, construction vehicle, or other large vehicle manufacturing operation. Benefits include 401k with generous match, insurance and relocation assistance. **Salary range: \$ 100 - 115K**

##### **Director, Tax Reporting - Birmingham, AL**

Reporting to the vice president, and interfacing with senior executives, division finance directors and controllers, and corporate finance and accounting personnel. The Director, Tax Reporting has responsibility for directing the tax financial reporting and the corporate income tax return processes.

The director, tax reporting, will direct and supervise the company's accounting for income taxes for our financial statements, in addition to directing the preparation and timely filing of income tax returns and related reports. The director will also assist on the company's IRS audit as needed. He or she will work with the company's tax, finance and division management. **Salary range: \$ 115-150K**

#### Testimonial

To: Career Concepts, Inc.

I would like to thank you and your staff for the excellent job you did assisting me in my job search. Since I had reached the top plateau in the industry I had spent fourteen years in I was facing the difficult challenge of moving into another industry. My advisors helped me identify marketable talents that would be easily transferable and helped me to identify industries which would suit my strengths, and offer opportunities for growth and advancement. Your office staff provided me with in depth research on potential employers and did a wonderful job in helping to prepare letters of inquiries and resumes.

I actually interviewed and turned down two offers before taking my current position. This opportunity came from a recruiting firm that you had helped me network with. I was so well prepared that after the first interview I was told by the recruiter that three names were submitted to the company president for considerations, but they had highly recommended that I was the best qualified for the job.

Please feel free to give my name my name and number to any potential clients as I would gladly share my experience with them and would welcome the opportunity to thank you again by highly recommending your service.

M.H.  
President, Franchise

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